

ABSTRACT

This invention provides nucleic acid sequences, vectors and host cells comprising regulatory regions associated with various promoters including a cyclin D1 promoter, a
5 CD40L promoter, three HBV promoters (core, pre-S1 and HBV-X), a vancomycin-resistant enterococci (VRE) promoter, an androgen receptor promoter, a Her2 promoter, and a β -lactamase promoter. The invention further provides methods of regulating gene expression comprising the regulatory regions of such promoters.